WHAT IS CLAIMED IS:

1. A printing device for printing an image on a printing medium, comprising:

a feed mechanism configured to advance the printing medium intermittently,

wherein the feed mechanism is adjusted so that an average feed error δave is in the vicinity of zero with respect to a most slippery printing medium among plural types of printing media designed to be used in the printing device.

2. A printing device according to Claim 1, further comprising:

a print head configured to discharge ink to form dots on the printing medium,

wherein the print head has N nozzles arranged in a feed direction of the printing medium by a pitch k·D for discharging ink of same color, where k is an integer of 1 or greater, D is a smallest dot pitch in the feed direction, and N is an integer of 2 or greater, and

wherein the average feed error δave regarding the most slippery printing medium is an average error when the feeding has been performed by a feed amount of N×(k·D) or smaller.

3. A printing device according to Claim 2, wherein the average feed error δave regarding the most slippery printing medium is within a range of about –0.5D to about +0.5D.

4. A printing device according to Claim 3, wherein the average feed error δave is within a range of about –0.5D to about +0.5D with respect to all of the plural types of the printing media designed to be used in the printing device.

5. A printing device according to Claim 3, wherein the integer k is 2 or greater, and

wherein a value of (k-1)•δave obtained by multiplying the average feed error δave regarding the most slippery printing medium by (k-1) is within a range of about –0.5D to about +0.5D.

6. A printing device according to Claim 2, wherein the average feed error δave is of positive value with respect to printing medium other than the most slippery printing medium among the plural types of printing media designed to be used in the printing device.

7. A printing device according to Claim 6, wherein the average feed error δave regarding the most slippery printing media is of negative value.

8. A printing device for printing an image on a printing medium, comprising:

a feed mechanism configured to advance the printing medium intermittently; and

a controller configured to supply a feed command to the feed mechanism to control the advance of the printing medium by the feed mechanism;

wherein the controller is configure to correct a feed amount such that an average feed error δave is in the vicinity of zero with respect to at least one specific printing medium among plural types of printing media designed to be used in the printing device, and to supply the feed command representing the corrected feed amount to the feed mechanism.

9. A printing device according to Claim 8, wherein

the specific printing medium includes a most slippery printing

medium among the plural types of printing media.

10. A printing device according to Claim 8, wherein

the specific printing medium includes roll paper.

11. A printing device according to Claim 8, wherein

the controller is configured to determine the corrected feed value based on feed amount data and feed correction data included in printing data supplied from another device external to the printing device.

12. A printing device according to Claim 8, further comprising:

a print head configured to discharge ink to form dots on the printing medium,

wherein the print head has N nozzles arranged in a feed direction of the printing medium by a pitch $k \cdot D$ for discharging ink of same color, where k is an integer of 1 or greater, D is a smallest dot pitch in the feed direction, and N is an integer of 2 or greater, and

wherein the average feed error δave regarding the most slippery printing medium is an average error when the feeding has been performed by a feed amount of $N \times (k \cdot D)$ or smaller.

13. A printing device according to Claim 12, wherein the average feed error δave regarding the most slippery printing medium is within a range of about –0.5D to about +0.5D.

14. A printing device according to Claim 13, wherein the integer k is 2 or greater, and

wherein a value of $(k-1) \cdot \delta ave$ obtained by multiplying the average feed error δave regarding the most slippery printing medium by (k-1) is within a range of about –0.5D to about +0.5D.

15. A method of adjusting a feed mechanism of a printing device having a feed mechanism, comprising the step of:

adjusting the feed mechanism so that an average feed error δave is in the vicinity of zero with respect to a most slippery printing medium among plural types of printing media designed to be used in the printing device.

16. A method according to Claim 15, wherein the printing device comprises a print head configured to discharge ink to form dots on the printing medium,

wherein the print head has N nozzles arranged in a feed direction of the printing medium by a pitch k·D for discharging ink of same color, where k is an integer of 1 or greater, D is a smallest dot pitch in the feed direction, and N is an integer of 2 or greater, and

wherein the average feed error δave regarding the most slippery printing medium is an average error when the feeding has been performed by a feed amount of N×(k·D) or smaller.

17. A method according to Claim 16, wherein the average feed error δave regarding the most slippery printing medium is within a range of about –0.5D to about +0.5D.

18. A method according to Claim 17, wherein the average feed error δave is within a range of about –0.5D to about +0.5D with respect to all of the plural types of the printing media designed to be used in the printing device.

19. A method according to Claim 17, wherein the integer k is 2 or greater, and

wherein a value of (k-1)·δave obtained by multiplying the average feed error δave regarding the most slippery printing medium by (k-1) is

within a range of about –0.5D to about +0.5D.

20. A method according to Claim 16, wherein the average feed error δave is of positive value with respect to printing medium other than the most slippery printing medium among the plural types of printing media designed to be used in the printing device.

21. A method according to Claim 20, wherein the average feed error δave regarding the most slippery printing media is of negative value.

22. A method of controlling a printing device having a feed mechanism, comprising the step of:

correcting a feed amount such that an average feed error δave is in the vicinity of zero with respect to at least one specific printing medium among plural types of printing media designed to be used in the printing device; and

supplying a feed command representing the corrected feed amount to the feed mechanism.

23. A method according to Claim 22, wherein the specific printing medium includes a most slippery printing medium among the plural types of printing media.

24. A method according to Claim 22, wherein

the specific printing medium includes roll paper.

25. A method according to Claim 22, wherein the step of correcting a feed amount comprises the step of:

determining the corrected feed value based on feed amount data and feed correction data included in printing data supplied from another device

external to the printing device.

26. A method according to Claim 22, wherein the printing device comprises a print head configured to discharge ink to form dots on the printing medium,

wherein the print head has N nozzles arranged in a feed direction of the printing medium by a pitch $k \cdot D$ for discharging ink of same color, where k is an integer of 1 or greater, D is a smallest dot pitch in the feed direction, and N is an integer of 2 or greater, and

wherein the average feed error δave regarding the most slippery printing medium is an average error when the feeding has been performed by a feed amount of $N \times (k \cdot D)$ or smaller.

27. A method according to Claim 26, wherein the average feed error δave regarding the most slippery printing medium is within a range of about $-0.5D$ to about $+0.5D$.

28. A method according to Claim 27, wherein the integer k is 2 or greater, and

wherein a value of $(k-1) \cdot \delta ave$ obtained by multiplying the average feed error δave regarding the most slippery printing medium by (k-1) is within a range of about $-0.5D$ to about $+0.5D$.